

Kitsap County
Quit Line Data Summary
October 1 - December 31, 2003

	County	State
Number of Calls to Quit Line	N = 92	N = 2,943
Percent of Statewide Calls	3.9%	100.0%
Percent of State Population in County¹	3.9%	100.0%

	County %	State %
Gender	N = 91	N = 2,491
Female	59.3%	61.9%
Male	40.7%	38.1%
Race/Ethnicity	N = 85	N = 2,100
People of Color	14.1%	13.6%
White	85.9%	86.4%
Age	N = 86	N = 2,291
Less than 18 years old	4.7%	2.1%
18 - 24 years old	23.3%	15.2%
25 - 34 years old	17.4%	21.1%
35 - 44 years old	16.3%	27.3%
45 years and older	38.4%	34.2%
Education	N = 82	N = 2,158
Did not graduate high school	14.6%	18.0%
High school graduate	40.2%	33.8%
Some college/vocational school	41.5%	38.6%
College graduate	3.7%	9.6%
Caller Type	N = 92	N = 2,631
General Information	3.3%	13.5%
Health care provider	5.4%	4.0%
Tobacco user	91.3%	82.5%
Payer Type	N = 55	N = 1,627
Insured	27.3%	31.2%
Uninsured	30.9%	30.7%
Medicaid	41.8%	38.1%
Heard About	N = 84	N = 2,157
Past caller	19.0%	14.5%
Employer/worksites	0.0%	1.3%
Health care provider	26.2%	28.3%
Television	11.9%	15.5%
Outdoor advertisement (billboard/bus/wall)	3.6%	3.3%
Targeted mailing	0.0%	0.1%
Great Start	0.0%	0.1%
Radio	0.0%	0.6%
Newspaper/Magazine	0.0%	1.3%
Brochure/Newsletter	8.3%	7.3%
Family or friend	21.4%	21.6%
Health Department	7.1%	4.8%
School	2.4%	1.3%